



2024 Sponsorship Guide



Providing Perfectly
Segmented
Marketing
Opportunities to the
Tax Administrator
Market

For more information:

FTA Marketing Headquarters
Contractor Sales Team
+1 203 491 2400 | fta.sales@thinktbg.com
www.taxadmin.org/sponsor

Event Portfolio

With six highly customized products, the Federation of Tax Administrators' 2024 Event Portfolio contains targeted opportunities to deliver your message to both decision makers and end users in specialized tax administration markets. Partnership opportunities are available for companies of all sizes and budgets, helping you reach commissioners, top deputies, legal staff, budget directors, and heads of state tax divisions with specific product needs.

E-file + Refund Protection Symposium

June 2-5, 2024

The Westshore Grand
Tampa, FL

Annual Meeting

June 9-12, 2024

Hyatt Regency
Long Beach, CA

Technology Conference & Exhibition

August 4-7, 2024

Hilton Milwaukee and Baird Center
Milwaukee, WI

Tobacco Annual

August 18-21, 2024

Renaissance Battle House
Mobile, AL

NESTOA Annual Meeting

August 20 - 23 2024

Westin Boston Seaport
Boston, MA

Motor Fuels Annual

September 22-25, 2024

DoubleTree Hotel, Cedar Rapids
Cedar Rapids, IA

Revenue Estimation & Tax Research Conference

October 5-9, 2024

Hilton Norfolk The Main Hotel
Norfolk, VA

MSATA Annual MeetingConference

September 29 - October 3, 2024

Hilton St. Louis at the Ballpark
St. Louis, MO

WSATA Annual MeetingConference

October 27 - 30, 2024

The Westin Rancho Mirage Golf Resort & Spa
Palm Springs, CA

Whether you're looking to enter the tax administrator market or to maintain market leadership with strategic investments, the FTA Event Portfolio has your needs covered.

Annual Meeting

June 9-12, 2024

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Long Beach, CA

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June 9–12, 2024

**Hyatt Regency
Long Beach, CA.**

Annual Meeting

**Place your company in front of more
than 300 senior agency officials and
senior tax administrators!**

FTA Annual Meetings include hard-to-reach commissioners, top deputies, top legal staff, and policy leaders such as technology, management and enforced compliance strategists.

With substantive discussions on emerging state and federal tax policy, the Annual Meeting is a must attend event for industry leaders. By joining this select group as a marketing partner, you gain a unique opportunity to showcase your products, share best practices, and provide vital education.



Gold Sponsor - \$16,800

- Opportunity to deliver 45-minute "Solution Series" presentation
- Recognition from podium during the opening session
- Inclusion of your collateral material in attendee registration package
- One 10'x10' booth with pipe and drape
- Two full- conference registrations
- Sponsor ribbon
- Your company logo on partner signage, event website, pre-show mailings and show program
- One-time usage of pre- and post-event attendee list for marketing purposes (FTA distributed)
- Opportunity to host hospitality suite at event and provide room drop of your gift or collateral material

Silver Sponsor - \$8,700

- One 10'x10' booth with pipe and drape
- One full conference registration
- Sponsor ribbon
- Your company listing on partner signage, event website, pre-show mailings and show program
- One-time usage of pre- and post-event attendee list for marketing purposes (FTA distributed)
- Opportunity to host hospitality suite at event and provide room drop of your gift or collateral material

Bronze Sponsor - \$4,600

- Your company listing on partner signage, event website, pre-show mailings and show program
 - Sponsor ribbon
 - One-time usage of the pre- and post-event attendee list for marketing purposes (FTA distributed)
 - Opportunity to host hospitality suite at the event
- 
- 

Technology Conference & Exhibition

August 4–7, 2024

The FTA Technology Conference and Exhibition is the only annual event focused on technology needs of state and local revenue agencies. Revenue agency IT leaders, CIOs, CISOs, and divisional leadership attend the Conference each year to network and discover best practices from providers and public sector peers during in-depth educational sessions, dedicated networking events, and an exclusive exhibit hall.

**Hilton
Milwaukee
and Baird
Center**

**Milwaukee,
WI**

Each 10' x 10' exhibit - \$2,600

space includes:

- One full conference registration
- Additional exhibit hall passes available at \$350 each
- Sponsor ribbon
- Listing in the onsite program
- One-time usage of the pre- and post-event list for marketing purposes (FTA distributed)

Gold Sponsor - \$16,800

- Opportunity to deliver a 45-minute "Solution Series" presentation
- One 10 x 10 exhibit space
- Recognition from the podium during the opening session
- Inclusion of your collateral material in the attendee registration package
- Two full conference registrations
- Sponsor ribbon
- Your company logo on partner signage, event website, pre-show mailings and show program
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- Sponsor ribbon
- One-time usage of pre- and post-event attendee list for marketing purposes (FTA distributed)
- Opportunity to host hospitality suite at event

**Meet top state
technology
professionals and
decision makers
for Information
Technology,
Compliance, and
e-Filing Solutions.**

Branding Opportunities

FTA offers additional exposure through unique branding opportunities, designed to extend your message to conference attendees. The Sponsor works directly with the provider of their choice (except where noted) to deliver the product that best reflects their corporate identity. FTA must approve all items prior to production.

Conference Reusable Water Bottle

Help attendees stay hydrated and keep your brand front of mind by becoming the official water bottle sponsor. Each attendee will receive a sustainable water bottle to carry with them throughout the conference. This exclusive opportunity ensures maximum brand exposure with your company logo prominently displayed on each water bottle.

| | |
|---|----------------|
| Annual Meeting Investment | \$2,600 |
| Technology Conference Investment | \$2,600 |

Official Conference Tote Bags

Sponsor provides tote bags

| | |
|--|----------------------------|
| Annual Meeting Investment: | \$2,600 SOLD |
| Technology Conference Investment: | \$2,600 SOLD |

Official Conference Lanyards

Sponsor provides lanyards

| | |
|--|----------------------------|
| Annual Meeting Investment: | \$2,600 SOLD |
| Technology Conference Investment: | \$2,600 SOLD |

Conference Padfolios

Sponsor provides padfolios

| | |
|--|----------------------------|
| Annual Meeting Investment: | \$2,600 SOLD |
| Technology Conference Investment: | \$2,600 SOLD |

Logo Room Key

FTA provides with your design full-color key cards

| | |
|--|----------------------------|
| Annual Meeting Investment: | \$5,800 SOLD |
| Technology Conference Investment: | \$6,500 SOLD |

Room Drop at Host Hotel

Item of your choice (marketing piece, food item, company branded item, etc.) to be slipped under the door or provided at registration (hotel dependent) of every attendee's room. This premier opportunity allows for outstanding name recognition that will make your company stand out.

| | |
|--|----------------|
| Annual Meeting Investment: | \$2,600 |
| Technology Conference Investment: | \$2,600 |

Internet Options

FTA offers free Wi-Fi access to participants during the conference. As an FTA partner, however, you can draw attendees attention to your opportunities as attendees connect to the Internet. Along with branded signage with access instructions, your company will be reinforced with each connection.

Splash Page

Annual Meeting Investment: TBD

Technology Conference Investment: TBD

Custom Network Name

Annual Meeting Investment: TBD

Custom Network Name and Password

Technology Conference Investment: TBD

Choose the Marketing Package that fits your needs!

Take advantage of our marketing opportunities and benefit from face-to-face networking with attendees, while staying abreast of the latest trends, directions, and issues affecting the industry.

| Annual Meeting | \$16,600 Gold | \$8,700 Silver | \$4,600 Bronze |
|--|------------------|-------------------|-------------------|
| Solution Series Track * | ✓ | | |
| Verbal recognition at opening session | ✓ | | |
| Collateral material included in registration package | ✓ | | |
| Booth display | ✓ | ✓ | |
| Full conference registrations | 2 | 1 | |
| Company featured on Annual Meeting website | Logo | Listing | Listing |
| Company featured on partner signage throughout meeting | Logo | Listing | Listing |
| Company featured in onsite program** | Logo | Listing | Listing |
| Company featured in pre-conference mailing pieces** | Logo | Listing | Listing |
| Sponsor ribbon | ✓ | ✓ | ✓ |
| Opportunity to host hospitality suite*** | ✓ | ✓ | ✓ |
| Opportunity for room drop*** | ✓ | ✓ | |
| Pre- and post-show attendee list | ✓ | ✓ | ✓ |

*On a space available basis

**If received by the publication date

***Additional costs apply

| Technology Conference | \$16,600 Gold | \$8,700 Silver | \$4,600 Bronze | \$2,600 Booth Only |
|---|------------------|-------------------|-------------------|-----------------------|
| Solution Series Track * | ✓ | | | |
| 10' x 10' booth in exhibit hall | ✓ | | | ✓ |
| Verbal recognition at opening session | ✓ | | | |
| Collateral material included in registration package | ✓ | | | |
| Full conference registrations | 2 | 1 | 1 | |
| Company featured on Technology Conference website | Logo | Listing | Listing | |
| Company featured on partner signage throughout conference | Logo | Listing | Listing | |
| Company featured in onsite program** | Logo | Listing | Listing | Listing |
| Company featured in pre-conference mailing pieces** | Logo | Listing | Listing | |
| Sponsor ribbon | ✓ | ✓ | ✓ | |
| Opportunity to host hospitality suite*** | ✓ | ✓ | ✓ | |
| Opportunity for room drop*** | ✓ | ✓ | | |
| Pre- and post-show attendee list | ✓ | ✓ | ✓ | ✓ |

*On a space available basis

**If received by the publication date

***Additional costs apply

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2024 E-File and Refund Protection Symposium

June 2-5, 2024

The Westshore Grand
Tampa, FL

Present your
products and
services to tax
officials focusing
on electronic filing
solutions.

Event Sponsor - \$3,800

- Collateral and company information on resource display table in registration area (Sponsor supplies collateral material)
- One full-conference registration
- Logo featured on Symposium website and sponsorship sign at the E-file Symposium
- One-time usage of the pre- and post-event attendee list (distributed by FTA)
- Sponsor ribbon

Additional Branding Opportunities

Logo Room Key - \$4,400

- FTA provides full-color key cards with your logo and message*

Symposium Reusable Water Bottle - \$1,100

- Sponsor provides branded water bottle*
- Maximum brand exposure as each attendee will use, and reuse, this water bottle*

SOLD

Symposium Registration Bags - \$1,100

- Sponsor provides bags*
 - Present E-file Symposium attendees with a bag of your choice
- This highly visible branding opportunity positions your company as an industry leader**

SOLD

Symposium Lanyards - \$1,100

- Sponsor provides lanyards*
- Sponsorship of the lanyards place your company in front of all attendees*

Symposium Padfolios - \$1,100

- Sponsor provides padfolios*
- Increase your visibility with the E-file Symposium attendees by providing symposium padfolios*

Symposium Travel Kits - \$1,100

- Sponsor provides branded kit of their choice - travel supplies, medical supplies, health & safety supplies - your choice*
- Opportunity provides attendees a practical item with your branded items that they will see after the symposium*

* Design requires FTA approval



2024 Tobacco Annual Meeting

August 18–21, 2024

Renaissance Battle House
Mobile, AL

Present your products and services to state tax representatives who are seeking the latest information regarding tobacco tax administration.

Gold Sponsor - \$6,300

- One 6' tabletop display in high-traffic area
- Two full-conference registrations
- Logo featured as Gold Sponsor on sponsorship sign at Tobacco Annual
- Logo featured on sign at the opening reception and closing dinner
- Logo featured as Gold Sponsor on website
- Opportunity to provide collateral information for registration packet
- One-time usage of the pre-event attendee list (FTA distributed)

Silver Sponsor - \$3,600

- One 6' tabletop display in high-traffic area
- One full-conference registration
- Listing featured as Silver Sponsor on sponsorship sign at Tobacco Annual
- Listing featured as Silver Sponsor on website
- One-time usage of the pre-event attendee list (FTA distributed)

Additional Branding Opportunities

SOLD

Logo Room Key – \$4,400

- FTA provides full-color key cards with your logo and message*

Meeting Reusable Water Bottle - \$1,100

- Sponsor provides water bottles*

Maximum brand exposure as each attendee will use, and reuse, this water bottle beyond the Meeting

SOLD

Meeting Registration Bags – \$1,100

- Sponsor provides bags*
- Present Tobacco Annual Meeting attendees with a bag of your choice

This highly visible branding opportunity positions your company as an industry leader

SOLD

Meeting Lanyards – \$1,100

- Sponsor provides lanyards*

Sponsorship of the lanyards places your company in front of all conference attendees

SOLD

Meeting Padfolios – \$1,100

- Sponsor provides padfolios*

Increase your visibility with the Tobacco Annual Meeting attendees by providing conference padfolios

Meeting Travel Kits - \$1,100

- Sponsor provides branded kit of their choice - travel supplies, medical supplies, health and safety supplies - your choice*

This opportunity provides attendees a practical item with your branded items that they will see after the Meeting

* Design requires FTA approval



2024 Motor Fuels Annual Meeting

September 22–25, 2024

DoubleTree Hotel, Cedar Rapids

Cedar Rapids, IA

**Present your products
and services to tax
officials focused
on motor fuels
administration.**

Gold Sponsor - \$6,300

- One 6' tabletop display in high-traffic area
- Two full-conference registrations
- Logo featured as Gold Sponsor on sponsorship sign at Motor Fuels Annual Meeting
- Logo featured on sign at the opening reception and closing dinner
- Logo featured as Gold Sponsor on Meeting website
- Opportunity to provide collateral information for registration packet
- One-time usage of the pre-event attendee list (FTA distributed)

Silver Sponsor - \$3,900

- One 6' tabletop display in high-traffic area
- One full-conference registration
- Listing featured as Silver Sponsor on sponsorship sign at Motor Fuels Annual Meeting
- Listing featured on Meeting website
- One-time usage of the pre-event attendee list (FTA distributed)

Additional Branding Opportunities

Logo Room Key – \$3,300

- FTA Provides full-color key cards with your logo and message*

Meeting Reusable Water Bottle - \$1,100

- Sponsor provides water bottles*

Maximum brand exposure as each attendee will use, and reuse, this water bottle beyond the Conference.

SOLD

Meeting Registration Bags - \$1,100

- Sponsor Provides Bags*
- Present Motor Fuel Tax Conference attendees a bag of your choice

*This highly visible opportunity positions your company as an industry leader**

SOLD

Meeting Lanyards – \$1,100

- Sponsor provides lanyards*

*Sponsorship of the lanyards places your company in front of all conference attendees**

SOLD

Meeting Padfolios – \$1,100

- Sponsor provides padfolios*

*Increase your visibility with the Motor Fuels Annual Conference attendees by providing conference padfolios**

Meeting Travel Kits - \$1,100

- Sponsor provides branded kit of their choice - travel supplies, medical supplies, health & safety supplies - your choice*

This opportunity provides attendees a practical item with your branded items that they will see after the meeting.

* Design requires FTA approval



2024 Revenue Estimation & Tax Research Conference

October 5-9, 2024

Hilton Norfolk The Main Hotel
Norfolk, VA

Event Sponsor - \$2,600

- One 6' table top display in high traffic area
- One full conference registration
- Opportunity to deliver a "Solution Series" presentation
- Logo featured on sponsorship sign at the Revenue Estimation Conference
- Logo featured on Conference website
- One-time usage of the pre-event attendee list
- Sponsor ribbon

Additional Branding Opportunities

Logo Room Key - \$3,500

- FTA provides full color key cards with your company's message*

Conference Reuseable Water Bottle - \$1,100

- Sponsor provides the water bottles*

Maximum brand exposure as each attendee will use, and reuse, this water bottle beyond the Conference.

Custom network name and password - \$TBD

- Sponsor the conference network name and password assuring that attendees will use your name each day they log on to the Internet!

SOLD

Conference Registration Bags - \$1,100

- Sponsor provides bags*

Present Revenue Estimation Conference attendees with a bag of your choice. This highly visible branding opportunity positions your company as an industry leader

Conference Lanyards - \$1,100

- Sponsor provides lanyards*

Sponsorship of the lanyards places your company in front of all conference attendees

SOLD

Conference Padfolios - \$1,100

- Sponsor provides padfolios*

Increase your visibility with the Revenue Estimation Conference attendees by providing conference padfolios

Conference Travel Kits - \$1,100

- Sponsor provides branded kit of their choice - travel supplies, medical supplies, health & safety supplies - your choice*

This opportunity provides attendees a practical item with your branded items that they will see after the conference

* Design requires FTA approval



September 29 - October 3, 2024
Hilton St. Louis at the Ballpark
St. Louis, MO

**For more information
about becoming a
marketing partner,
Contact Jackie Bennis,
by phone 843.856.5150 or at
jacki@somp.co**

TITLE - \$9,500.00* (limited to four per conference)

- One 6-foot tabletop display area
- Standard 6' skirted table with two chairs and waste basket
- Three full conference registrations
- Happy Hour Event- Monday 5:00 pm – 6:00 pm, Exhibit Area (Government attendees only)
- Your company will be thanked by name during the opening remarks, and the thanks will include a written marketing sentence that explains what your company does or highlights a feature or two of your products
- One Solution Series Session presentation - (Breakout Presentation)
- Welcome signage at Opening Reception.
- Provide two marketing collateral items for inclusion in the attendee registration packet
- The company logo listed as Title Partner on conference signage, featured on the regional conference website, and featured on e-blast emails
- Access to pre-conference list one month & two weeks prior to conference start date and access to post conference list.
- Your option to host hospitality event (Monday night after 6:00 pm) at the host hotel

*- Hospitality events. May be shared among Title Partners, if desired.
(Title partner contact information will be shared upon request).*

- Marketing Partnership ribbons

GOLD - \$6,000.00*

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- Provide one paper marketing collateral for inclusion in the attendee registration packet
- The company logo listed as Gold Partner on conference signage, featured on the regional conference website
- Access to pre-conference list one month & two weeks prior to conference start date and access to post conference list
- Marketing Partnership ribbons

SILVER - \$4,200.00*

- One 6-foot tabletop display area
- Standard 6' skirted table with two chairs and waste basket
- One full conference registration
- Happy Hour Event- Monday 5:00 pm – 6:00 pm, Exhibit Area (Government attendees only)
- The company name listed as Silver Partner on conference signage and featured on the regional conference website
- Access to pre-conference list one month & two weeks prior to conference start date and access to post conference list
- Marketing Partnership ribbons

BRONZE - \$2,500.00*

- One 6-foot tabletop display area
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- One full conference registration
- Happy Hour Event- Monday 5:00 pm – 6:00 pm, Exhibit Area (Government attendees only)
- Access to pre-conference list two weeks prior to conference start date and access to post conference list

**Register early to
confirm a table in
the exhibitor show.**

Contact jacki@somp.co for more information

*Rates above are per conference. Exhibitor tables are limited and based on availability, on a first-come- first-served basis. Sponsors can elect to not have a table in the exhibitor show.



2024 WSATA

October 27 - 30, 2024

The Westin Rancho Mirage Golf Resort & Spa
Palm Springs, CA

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2024 NESTOA

August 20 - 23 2024
Westin Boston Seaport
Boston, MA

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Additional Branding Opportunities

2024
MSATA
WSATA
NESTOA

Contact jacki@somp.co for more information

Headshot Photo Lounge:

\$4,000.00 per conference

Includes –

Sponsor logo within all headshot emails

Lead capture list of all attendees who have an headshot done

CONFERENCE TOTE BAG

\$3,050.00 per conference

Company to provide tote bags for conference, company choice.

LOGO ROOM KEY

\$2,700.00 per conference

Full color hotel room key cards feature the company logo.

CONFERENCE LANYARDS

\$1,850.00 per conference

Company to provide lanyards for conference, company choice.

CONFERENCE TRADE SHOW KIT

\$1,850.00 per conference

Will be ordered by conference planner, kit includes small bag to hold - bandages, bacterial wipe, ibuprofen, mints, etc. All things needed when attending a conference.

REUSABLE WATER BOTTLES

\$1,200.00

Company to provide water bottles, subject to approval.

NOTEBOOK & PEN SETS

\$650.00

Company to provide notebook, pen set subject to approval.